

# The New Vocabulary of Great Places

NOT	INSTEAD	BECAUSE
Community	<b>Place</b>	An Iowa Great Place may or may not be a geographically-defined community. Our language has to be broader than that, because the definition of a Place is broader than that.
Definitions	<b>Dimensions, with Guiding Values</b>	There's not a single definition of what a Great Place is. But we do believe that, in some way, all 7 of the dimensions we've identified generally show up in those places we think of as great. Not all dimensions carry equal weight from one place to the next, but somehow, they're there.
Letter of Intent	<b>Invitation</b>	We're looking for places that want to invite the State to be part of their vision – to work with them to make it happen.
Applicant	<b>Potential Partner</b>	We're re-shaping the relationship between your place and the state. There's more give-and-take involved, and more equality in terms of our roles with one another.
Application	<b>Offer</b>	It's not a big mess of state paperwork. We want to hear from you, to know what your place's vision is and what are the resources that you bring to the table. Make an offer.
Winners/Losers	<b>Scale of Readiness</b>	Every place has the potential to become a Great Place, but some are more immediately ready to define a vision and attain it. We want to work with many places in Iowa, to help move them along a continuum – from “not yet” to “great”.
Sustainability	<b>Planned Evolution</b>	We tend to think that when something is “sustained,” it doesn't change. This whole program is about change, and we're looking for places that understand that the change won't stop, even once an initial vision is attained.
Asset Inventory	<b>Place Profile</b>	It's not about being a list of thumbs-up and thumbs-down aspects of your place – it's about being a “snapshot” that gives a thorough picture of your place, from all angles.
Accountability	<b>Fulfillment</b>	The goal here is for Iowa's places to fulfill their visions for becoming Great. Yes, we all need to be accountable for the funds that are spent, but the final indicator of success has much more to do with a fulfilled vision than just with accounting.